



WUPW

ORDER

Print Date 05/30/12

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Flight Dates 05/17/12-05/23/12

Contract / Revision 769182 /

Original Date / Revision
05/15/12 05/15/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Cntr Plaza
Suite 555
Alexandria, VA 22314

Product
Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Cntr Plaza
Suite 555
Alexandria, VA 22314

Sales Office P-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 550

Alt Order # 6815511

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Primary Account Executive
Anjie Brady

Account Executive	Order%	Start Date	End Date
Anjie Brady	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
ETOL	%	
TTWB	%	
WGTE	%	
WLMB	%	
WNWO	%	
WTOL	%	
WTVG	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2012	10	\$1,768.00	\$2,080.00	0.00	04/30/12	05/23/12	10	\$1,768.00	\$2,080.00
Totals	10	\$1,768.00	\$2,080.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WUPW	05/18/12	05/18/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	----1--	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	----1--		1				\$100.00		0.00			
E 2	WUPW	05/22/12	05/22/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	-1-----	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-1-----		1				\$100.00		0.00			
E 3	WUPW	05/18/12	05/18/12	FOX News @ 6:30PM Comm FOX Toledo News at 6:30	Comm	FOX Toledo News	----1--	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	----1--		1				\$120.00		0.00			
E 4	WUPW	05/22/12	05/22/12	FOX News @ 6:30PM Comm FOX Toledo News at 6:30	Comm	FOX Toledo News	-1-----	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-1-----		1				\$120.00		0.00			



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Hiatus Dates

Order Sep 00:15:00

Estimate # 550

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 5	WUPW	05/17/12	05/17/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	---1---	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/14/12	05/20/12	---1---					1	\$350.00		0.00			
E 6	WUPW	05/21/12	05/21/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	1-----	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/21/12	05/27/12	1-----					1	\$350.00		0.00			
E 7	WUPW	05/23/12	05/23/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	--1----	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/21/12	05/27/12	--1----					1	\$350.00		0.00			
E 8	WUPW	05/19/12	05/19/12	Late News Sa Fox Toledo News at 10PM	Comm	10-1030p	-----1-	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/14/12	05/20/12	-----1-					1	\$350.00		0.00			
E 9	WUPW	05/18/12	05/18/12	Seinfeld - A 11-1130p MG Seinfeld	Comm	M-F 11-1130p	----1--	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/14/12	05/20/12	----1--					1	\$120.00		0.00			
E 10	WUPW	05/22/12	05/22/12	Seinfeld - A 11-1130p MG Seinfeld	Comm	M-F 11-1130p	-1-----	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	05/21/12	05/27/12	-1-----					1	\$120.00		0.00			
Totals														10	\$2,080.00